



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/768,458	01/25/2001	Reiner Kraft	ARC920000101US1	3946
26381	7590	12/29/2004	EXAMINER	
LACASSE & ASSOCIATES, LLC 1725 DUKE STREET SUITE 650 ALEXANDRIA, VA 22314			JACKSON, ANDRE L	
		ART UNIT	PAPER NUMBER	
		3677		

DATE MAILED: 12/29/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/768,458	KRAFT ET AL.	
	Examiner Andre' L. Jackson	Art Unit 3677	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 13 October 2004.
- 2a) This action is FINAL. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-13 and 15-33 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-13 and 15-33 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____. | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claims 1, 2, 5-10, 12, 15-17, 19-28, 32 and 33 are rejected under 35 U.S.C. 102(e) as being anticipated by USPN 6,810,527 to Conrad et al. Conrad et al discloses a media distribution system and method for increasing the value of services of both advertisers and passengers, the system and method comprising;

electronically (col. 10, lines 10-13) acquiring service channel schedules (advertisements, shows and film) of one or more services providers (44, 46); an event retriever (45), the event retriever generating an event pair which comprises a target value (estimated time of arrival) and an actual value (actual arrival time) associated with a schedule of services (50, 53); a global operations center GOC (42) linked with the event retriever detecting an unexpected change in the schedule (col. 12, lines 16-26); an event observer (43), the event observer receiving the event pair from the event retriever, calculating the difference between the actual and target values and base on one or more rules from a first set of rules (313 col. 5, lines 49-55), identifying an notifying a window of opportunity detector (222) if the passengers are effected (blocked/delayed/inactive) due to the unexpected change in schedule, wherein each potential window of opportunity defines a time period of passenger inactivity; the window of opportunity

Art Unit: 3677

detector, which receives the potential windows of opportunities, detects, based on one or more rules from a set of second rules (col. 11, lines 1-14) stored in rule database (211), if an opportunity exists, and if so, matches and distributes (col. 10, lines 50-53) the detected windows of opportunities from the service providers who will benefit for the purpose of providing a new product or service to the passengers during the period of inactivity (col. 15, lines 25- 44).

As to claim 5 and 23, Conrad et al (col. 6, lines 30-35) discloses that the threshold rule is a set of criteria that govern and determines the variables (difference in target and actual values) associated with the service channel schedules to maximize the advertisers services to the targeted passengers that may likely benefit the most from the specific advertisements.

As to claim 7, 9, 19, 22, 26, 32, Conrad et al discloses that the GOC defines a subscription management service software, wherein the service channel schedules are generated based on subscriptions with service providers and airlines requesting a subscription to sell their advertisements to passengers via the airline (col. 6, lines 42-58 and col. 7, lines 48-58).

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 3, 4, 11, 13, 18, and 29- 31are rejected under 35 U.S.C. 103(a) as being unpatentable over Conrad et al. Although Conrad et al discloses that the data transmitted between the major components is encoded data over a number of communication links well

known within the art including the Internet (col. 10, lines 10-14), Conrad et al does not specifically disclose that this data schema is document type definition (DTD) or extensible markup language (XML). It is well known within the art that the wide spread growth of the Internet has yielded a need to create data expansion driven software designed to present increased user-friendly interfaces (i.e. DTD, XML, WML). Therefore, it would have been obvious to one having ordinary skill in the art at the time of applicant's invention to include XML or DTD schema within the media distribution system of Conrad et al to provide a system including software offering trouble-free business- to- business practicality.

As to claim 11, Conrad et al discloses that the media distribution system defines an airlines processor (45) for gathering real-time data from an aircraft navigation system, Conrad et al does not disclose that the processor is a web crawler as claimed. However, it is obvious to one having ordinary skill in the art that the operation to retrieve, interpret and execute data obtained from the computer platforms of media distribution systems, achieve the same end result as applicant's web crawler and, since no new or unexpected result is achieved, the processor disclosed by Conrad et al operates equally as well.

Response to Applicant's Arguments

Applicant's arguments with respect to claims 1-13 and 15-33 have been considered but are moot in view of the new ground(s) of rejection. Accordingly, #6,810,527 to Conrad et al has been cited and applied in this Action to broadly meet the limitations of applicant's claims. Claims 1-13 and 15-33 are found to be unpatentable over Conrad et al.

Conclusion

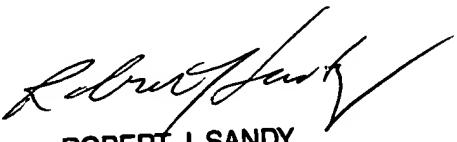
Any inquiry concerning this communication or earlier communications from the examiner should be directed to Andre' L. Jackson whose telephone number is (703) 605-4276. The examiner can normally be reached on Mon. - Fri. (10 am - 6 pm).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Judy J. Swann can be reached on (703) 306-4115. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

ALJ

André L. Jackson
Patent Examiner
AU 3677



ROBERT J. SANDY
PRIMARY EXAMINER